

Marlboro Racing School  
Training/Tast Program  
Biltmore Hotel - Miami, Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

**Cliff Yonce - Assistant Brand Manager, Marlboro**

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Fax: 917.663.5463

E-mail: Cliff.Yonce@pmusa.com

Satellite Pgr: 877.578.3597 (PIN #163)

**LEGAL:**

**Joe Murillo - Attorney**

Phone: 917.663.2623

Fax: 917.663.5567

Pager: 888.994.6771

E-mail: Joe.Murillo@pmusa.com

**MEDIA:**

**Kati Otto - Corporate Affairs**

Phone: 917.663.4001

Fax: 917.663.5361

E-mail:

Satellite Pgr:

**SECURITY:**

**Mike Balgley - Director of Security**

Phone: 917.663.3864

Fax: 917.663.5512

E-mail: Michael.Balgley@pmusa.com

Satellite pager: 877.578.3296

**Company Profile:**

Philip Morris Companies, Inc. is a global consumer products company, manufacturing and marketing tobacco, food and beer brands around the world. Tobacco brands include Marlboro, Benson & Hedges, Merit, Parliament, Virginia Slims, Cambridge and Basis.

**Event Profile:** The winners attending Racing School are smokers, twenty-one years of age or older who have won this trip in a sweepstakes offered through bar nights, direct mail, retail, and print media. Each school will consist of up to 50 pax each (25 winners, 25 guests). This is the only Racing School in the country that offers the opportunity to drive three different types of race cars: Mustang coupe, IROC stock cars, and Formula Van Diemens conducted at a state of the art motor speedway.

**\*\*Note:** All suppliers/vendors are required to use staff that are 18 years or older. This applies to anyone working in any capacity (ie. Waitstaff, set-up/breakdown team, front desk, entertainment, stage hands, drivers, lifeguards, activity staff, etc.).

Merlone Racing School  
Training/Test Program  
Biltmore Hotel - Miami Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

**SECURITY****MANIS & ASSOCIATES**

2020 Lakewood Drive Suite 201

Coeur D'Alene, ID 83814

Phone: 208.664.4395

Fax: 208.664.5597

Contacts: Wayne Manis, Owner

Bill Albrecht - Executive Account Manager

Satellite Pgr:

Satellite Phone:

TBA

877-578-3583 PIA 1634474001

**ON-SITE MANIS SECURITY STAFF**

Don Kusulas - Team Leader

Rick Van Matre

Floyd Zimms

Frank Calley

John O'Connell

Gus Morgan

Lloyd Cubblison

Carl Shepherd

John White

**INCIDENT RESPONSE PLAN (IRP)****SAKO & ASSOCIATES**

3721 Ventura Drive

Suite 100

Arlington Heights, IL 60004

Contacts: Kiesa Gyzen

Rolf Stettin

Phone: 847.392.8000

Fax: 847.392.3501

**WARNER PHOTOGRAPHY (Booked Direct through PM)**

4376 Corporate Square Bldg., Ste #2A

Naples, FL 34104

Contacts: Dyan &amp; Doug Warner

Phone: 941.261.5836

Fax: 941.262.6177

**VIDEOGRAPHER: IMAG (Booked Direct Through PM)**

Contacts: Jay Roberts - Video Producer

Steve Atchley

Phone: 520-622-1515

Cell: 520-907-0667

phone #'s in Don Kusulas  
will provide a list of  
hotel phones issued to  
each security agent and  
a security staffing  
schedule for distribute  
to Korman Racing School  
Director and TD's.

Marlboro Racing School  
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**PROGRAM SPECIFICATIONS**

**COSTCO**

8300 Park Blvd.  
Miami, FL 33126  
Tel: 305.282.2246  
Fax in orders: 305.282.2246/Attn: Export Department  
Include order, pick up time & how it will be paid

**ON-TRACK EMERGENCY****HOSPITAL LOCATIONS:****Level 1 Trauma:****Burn Center:****Hyperbaric Oxygen:****Jackson Memorial**1611 N.W. 12<sup>th</sup> Avenue

Miami, FL 33136

Phone: 305.324.4357

888.463.4673

**Alternate Facilities:****Mercy Hospital**

3663 South Miami Avenue

Miami, FL

Phone: 305.285.2171

**Baptist Hospital of Miami**

890-0 North Kendall Drive

Miami, FL 33176

Phone: 305.596.6556

**Homestead General Hospital**160 NW 13<sup>th</sup> St.

Homestead, FL 33030

Phone: 305.248.3232

**HOMESTEAD-MIAMI SPEEDWAY CONTACTS:****HOMESTEAD-MIAMI SPEEDWAY**

1 Speedway Blvd

Homestead, FL 33035

**Contacts:** Bryan Skuze - President & GM  
Al Garcia - Director of Operations

Lloyd Hough  
Gene Greasy - Security  
Hope Moos - Assistant

Phone: 305.230.5000

Fax: 305.230.5223

2070824103

Marlboro Racing School  
Training Test Program  
Baltimore Hotel - Miami Florida  
80 Participants  
**PROGRAM SPECIFICATIONS**

Nightly room gift delivery charges  
A/V charges  
Meeting Room charges

Master #4: KMG Staff/Marlboro Trip Director rooms & taxes, maid fees, \$5.00 incidental fee, and parking charges  
Staff Rooms @ \$99.00  
All charges to the master for Dan Korman, Brenda Longoria, Nicole Shea, Pam Tangney, and John Charles Vasae only

Master #5:

1) Room & tax for Marls security staff which includes:

Bill Albrecht  
Don Kusulas  
Rick Van Matre  
Floyd Zimms  
Frank Calley  
John O'Connell  
Lloyd Cubbison  
Carl Shepard  
Dennis Morgan  
John White

SHEPHERD

Does Frank  
get some  
rate?

We have been  
quoted \$159 by  
KMG.

2) All room rental charges for security:  
Room #443

3) All equipment, telephone, fax, misc. charges for security

**AUTHORIZED SIGNATURES TO THE MASTER**

Pam Tangney  
Bridget Engle  
Brenda Longoria

Mike, does this  
include Master 5?

Hotel backup: The hotel must provide Korman Marketing Group with backup for all master account charges. Thank you for your cooperation.

ack Reg L.

2070824104

Marlboro Racing School  
Training/Trip Program  
Biltmore Hotel - Miami, Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

**ADVANCE ITINERARY****AREAS OF RESPONSIBILITY****PM Items shipped to the track**

- Staff Uniforms
- Signage and banners
- Plastic dinnerware and Marlboro dinner napkins for breakfasts
- Ashtrays, bar organizers, cups, napkins for Hospitality Tent
- Golf Towels

**PM Items shipped to the hotel**

- Turn down gift supplies (170 of each)
- Name badges - TBD
- Wrist bands for pool party
- Beach Towels
- Branded umbrellas - Mike, are these for the pool? Branded?
- Name badge Machine
- Photo Albums

**KMG DENVER (All items shipped to the hotel)**

- Letterhead, envelopes & gift cards (blank and preprinted)
- Signage
- Extra Bag Tags
- Smoker Verification Cards
- Diplomas
- Comment Cards
- 100 crystal Ashtrays for Yacht
- Black Plastic Ashtrays (1200)

**KMG DALLAS (All items shipped to the hotel)**

The following items have been sent via FedEx to the Marlboro Trip Directors. Program travel information is sent to the Marlboro Racing Director and (9) Trip Directors. On Site Philip Morris representative to receive these items \*\* (if available) and the Lead Security Agent. Included in the book are:

- Rooming list \*\*
- Air Arrival and Departure Manifest\*\*
- Turndown Sizing Report\*
  - Gift Report - Alpha by size
  - Gift Report - Sizes with alpha
- Cigarette Distribution Report\*\*
- Trip Specifications\*\*

1. Name badges: Includes first name and hometown and state
2. Staff Name badges to include - TBD

Marlboro Racing School  
Training/Event Program  
Blizzards Hotel - Miami Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

3. Medical Information (1 set) A notebook is provided for the security office and the information is to be on file in an expandable file for KMG.
4. Guest Personal Information. The information is provided in an expandable file for KMG.
5. Name labels (10 sets) for amenity distribution
  - Two small clear background with 1" last name for camera and Bio book
  - One set (clear) with 1" last name, room number, & with male or female for watches
  - Two sets with white background with 1" last name, sizes for sweatshirts and jackets
  - One extra of each above
6. Name labels (6 sets) white background for track
7. Ten cell phones
8. Neckerchiefs
9. Office supplies
10. Laptop and printer

*and Security Team Leader alphabetical*

**THINGS TO DO ON-SITE - KMG responsibilities**

1. Two way radios will be received from the media trailer and charged for staff
2. Give track list of names (ie. entertainers, DMC, Etc) that need to enter track
3. Turn down gift supplies are organized and inventoried (see inventory check list form)
4. Name badges
5. Create and print table cards for all Marlboro recipe items
6. List of names to track (ie. entertainers, vendors, etc) to OK entry into track
7. Phones, fax machine, laptop, printer and copier are set up
8. Purchase (10) cans of Cutler bug spray for the track/pool/yacht
9. Uniforms distributed to TDs and DMC staff
10. Hotel accommodations are in order (Rooming list proofed)
11. All menu items and F & B service requirements and guarantees have been reviewed with hotel and off-site venues
12. Wake-up call arranged with hotel PBX
13. A/D list is proofed & updated
14. Organize all signage and banners by date and by hotel, off site venues or track
15. Set up Office
16. Schedule daily debriefing
17. Have certificates signed by all (Chuck, Jack & guest car driver)
18. Office Manager to work 8:00am - 5:00pm, as printed
19. Long distance turned off on all PM rooms
20. Long distance printed cards regarding long distance calling procedure
21. Umbrellas and ashtrays are to be with guests on all transfers, at all times
22. Put labels on cameras
23. Put labels on bio books

**COMMUNICATION WITH DALLAS & DENVER OFFICES**

Faxed Daily to Dallas (972.663.8402)

Attn: Debbie Livingston (for Dallas & Denver distribution)

- Daily Record (both by day and cumulative)
- Guest Requests/Log sheet

Marlboro Racing School  
Training/Test Program  
Baltimore Hotel - Miami, Florida  
60 Participants  
PROGRAM SPECIFICATIONS

MONDAY, SEPTEMBER 6, 1999

NOTE TO HOTEL: PLEASE HAVE ASHTRAYS PLACED IN ALL MEETING ROOMS

MARLBORO GUEST SERVICES OFFICE

Time: 8:00am - 5:00pm  
Location: Malaga  
Set-up: See previous day

SECURITY OFFICE

Time: Available 24 hours basis  
Location: Room #443  
Set: Desk  
Four Chairs  
Fax Machine  
Trash Can  
Telephone Lines: Three DID lines  
One (1) line for fax line  
One (1) data line for computer  
One (1) DID line for phone

Cost: \$159.00 ++ per day  
Telephone lines @ \$175.00 each plus long distance calls  
Bill To Master #3

*Use security staffing  
schedule to identify  
security agents on duty  
and use hotel phone  
list for their phone #s*

*Didn't see KMG's itemization for DID costs!*

Note to Hotel: Please have room refreshed each morning by 8:00am

GIFT STORAGE ROOM:

Location: Segovia  
Time: 24 hours  
Set: Same as previous day

WEST COAST EARLY ARRIVAL:

Pax: Christie & William La Valley  
Samarra Robinson  
Cipriano & Maria Limlengco  
Jeff Jackson & Kelly Rolofson  
Location: Airport Hilton  
Time: See Arrival Manifest  
Procedures: TD will meet in baggage claim and go with pax to the Hilton and assist with check-in. TD to follow the same procedure and script as used on main arrival day  
Transportation: Sedan or Van depending on arrival manifest  
Vendor: DECO  
Cost: Sedan @ \$72.00++  
Van @ \$124.00++  
Food Voucher: TD to give each pax a \$25.00 dinner voucher & a \$15.00 breakfast voucher. A Master account has been set up to cover

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<b>Marlboro Racing School</b> <b>Training/Team Program</b> <b>Shimoda Hotel - Miami, Florida</b> <b>60 Participants</b> <b>PROGRAM SPECIFICATIONS</b>
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their vouchers and their room & tax. All other expenses will be on their own.

**HOSPITALITY SUITE & CHECK-IN SET-UP (All set up completed by noon)**

**Time:** Available beginning @ 4:00am  
**Location:** Alta Mira Room (7<sup>th</sup> floor)  
**Set-up:** Leather couches and chairs on half the room  
 Games on the other half of room  
 Food & Beverage in center alcoves  
 (1) 6ft table for KMG Staff w/3 chairs  
 (1) 8ft table for Front Desk Staff w/2 chairs  
 (2) 6ft tables for Security in Foyer w/ 2 chairs each  
 (1) House phones with outside line capabilities at HD

**Room Set by:** 12:00pm  
**Vendor:** Hotel  
**Cost:** Phone @ \$100.00  
 Room Rental @ \$500.00 per day  
 Bill To Master #3

**Games In Suite**

**Hotel to provide:** 50" Television  
 VCR  
**Del Time:** In room by 6:00pm  
**Cost:** TV @ \$495.00++ per week  
 VCR @ \$333.00++ per week  
 Bill to Master #3

**Advantage to provide:** Foosball Table  
 Electronic Pop A Shot Game  
 CD Juke Box  
 Air Hockey Table  
 Ping Pong Table  
**Delivery Time:** In room and set by 12:00 (noon)  
**Cost:** \$4,625.00  
 Delivery, set & strike

**Note:** Remove all equipment by 12:00pm on September 10, 1999

**Phoenix Mkt. to provide:** Two Racing Simulators - TBA

**Centerpieces:**

**Vendor:** Deco  
**Type:** Florals with red and white  
**Number:** One for Hospitality Desk  
 Two for Security Check-in Desks  
 One for Hotel Check-in Desk  
**Cost:** \$46.00++ each

**Note:** TDs to hang Marlboro banners and racing pennants



**Marlboro Racing School  
Training/Test Program  
Biltmore Hotel - Miami, Florida  
50 Participants  
PROGRAM SPECIFICATIONS**

**Procedure:**

Guests are met on the concourse with staff holding "Racing School" sign and walked down to the baggage claim where they are met by more Marlboro Racing School staff. They are advised the porters will assist them with their luggage and they will then board their transportation to the hotel. Marlboro Trip Director then escorts guests to their awaiting transportation.

**Ground Staff  
Uniforms:**

Red polo golf shirts, black pants or shorts, name badge and black tennis shoes with short white socks. (Same as Marlboro Trip Director)

**AIRPORT TRANSFERS - SEE A/D MANIFEST****Duration:**

Approximately 25 minutes

**Vehicles:**

25 passenger mini-coaches, vans and sedans to be utilized as necessary per arrival manifest.

**Travel Specifics:**

KMG airport lead to call Marlboro Guest Services Office at hotel when transport vehicle has departed and provide number of guests on board. All bus transfers from the airport to the hotel require an uniformed KMG Marlboro Trip Director to accompany. Enroute, the Marlboro Trip Director will provide fun facts about the hotel and Miami, as well as the hotel procedure of either leaving a deposit or providing a credit card for their incidental expenses. The outline for this narrative, which also includes a zero tolerance drug and weapon policy and the importance of drinking adequate amounts of water, is included in the Trip Director Policy & Procedure Manual.

**Ashtrays:**

TD to issue disposable ashtrays to everyone (approx. 50 per person)

**Luggage:**

To be transferred with participant

**Procedure:**

Coaches to park on street in front of hotel  
Biltmore to ensure appropriate permits are acquired  
Deco

**Vendor:****Cost:**

Sedans @ \$72.00  
Vans @ \$124.00  
Mini buses @ \$209.00  
Motorcoaches @ \$289.00  
18% Driver Gratuity  
\$2.50 per trip to Miami airport for sedans & vans  
\$5.00 per trip Miami airport for Mini-buses  
Beverages to be available on all transfers

**F & B on transfers:****Vendor:****Menu:**

Deco  
Assorted Sodas  
Mineral Waters  
Mini buses - 1 cooler per bus with 30 assorted drinks  
Vans and Sedans - 1 small cooler each with 10 assorted drinks  
Costs:  
\$4.25 per person

*KMG notify guest  
to hotel of # of  
guests  
transport*

<b>Marlboro Racing School</b> <b>Training/ Test Program</b> <b>Biltmore Hotel - Miami, Florida</b> <b>50 Participants</b> <b>PROGRAM SPECIFICATIONS</b>
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### RACING SCHOOL GUEST BRIEFING

**ON BUS ENROUTE SPEECH** (If pax transfers via sedan or van, TD to do this prior to departure for hotel)

- On behalf of Marlboro and (the Racing School), welcome to (Miami, Florida). Name. I am part of the Marlboro staff / make visit enjoyable and memorable one.
- Introduce Bus Driver, give approximate driving time to hotel
- Pass out portable ashtrays (if required on equipment)
- Smoking Policy on bus, "zero tolerance" policy on firearms, knives, weapons, drugs, other illegal substances, importance of drinking plenty of water, deposit for hotel, and fun facts about Miami, the hotel, etc
- Inform pax how luggage will be handled
- How was your trip?
- Pass out refreshments

### SECURITY BRIEFING

**Time:** Scattered arrivals as per arrival manifest.  
**Location:** Alta Mira  
**Set up:** (2) 6ft tables for Security  
 2 chairs each  
**Set by:** 7:00am  
**Procedure:** Room will be utilized by security, who will oversee all identification verification, signing of track waivers, collecting all waivers, and bring to the track. Security will hand out namebadges as proof that pax have gone through the security briefing

### INELIGIBLE GUESTS

**Location:** Segovia *Security will escort*  
**Procedure:** In the event of ineligible guests, the host and guest will quietly be asked to join our staff in the Marlboro Guest Services Office. Security will collect the return portion of their airline ticket and give to a KMG staff to change the airline ticket to the earliest flight back to the participants' hometown. A member of the Racing School security staff will escort them to the airport. *along with KMG*

### ITEMS OF IMPORTANCE REVIEWED AT HOTEL UPON ARRIVAL

- Provide information on Racing School
  - Inform that luggage goes directly to their rooms
  - All gratuities are compliments of Marlboro (bellman, waitstaff, etc)
  - Direct passengers to hotel check-in on the 7<sup>th</sup> floor
  - Direct to lunch
  - Go over the day's itinerary
    - Get settled in, relax, walk around, etc.
    - Depart hotel for the race track at 4:30pm
- Meet at the lower driveway for Marlboro transportation

<b>Marlboro Racing School</b> <b>Training/Test Program</b> <b>Biltmore Hotel - Miami, Florida</b> <b>50 Participants</b> <b>PROGRAM SPECIFICATIONS</b>
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### TRANSFER TO RACETRACK

**Time:** 4:30pm  
**Duration:** 45 minutes  
**Location:** Meet at lower driveway  
**Equipment:** (2) 47 pax Motorcoach, each equipped with bathroom, VCR, Monitor and PA system  
**Procedure:** Beverages  
 Umbrellas put on bus for inclement weather (1 per person)  
 Supply of disposable ashtray  
 Script on file  
 IROC Video to be playing during transfer  
**Cost:** \$80.00 per hour + 18% driver gratuity & any tolls  
**Vendor:** Deco  
**Menu:** Assorted Sodas  
 Mineral Waters  
 1 Cooler per bus with 50 assorted drinks  
**Costs:** Drinks @ \$4.25 per person

### ARRIVE AT MIAMI HOMESTEAD SPEEDWAY

**Time:** 5:15pm  
**Location:** Rear entrance of racetrack  
**Procedure:** Each motorcoach will stop upon arrival at the track's guard shack and pick up an instructor. The instructor will give them a little history on Miami Homestead Speedway. Pax will remain in the coaches and will be taken to the actual track where "the starter" will start them on their lap around the track with a green flag. A Mustang will then whip in front of the motorcoaches to be their "pace car" around the track. The instructor will encourage them to be watching out of the windows as suddenly there is a "buzz by" of other Mustangs. They will end their exciting lap around the track with the checkered flag.

*Mike,*  
*It was my understanding*  
*that the coaches get*  
*on the buses at the*  
*hotel*

The motorcoaches will then leave the track and pull in to a pre-determined area where the buses will be side by side. Music will be heard from the disc jockey. The MC will welcome them to the track as they get off the buses. Racing School Staff (KMG, Security, Mechanics, etc) will also be standing outside of the buses to greet the pax, welcome them and invite them towards the awaiting six racecars arranged in two rows leading to the impressive Marlboro show car. They will be told that there are cocktails and hors d'oeuvres available for them. They are asked to have a drink, meet the instructors, walk down the aisle between the rows of cars. The participants will be encouraged to take photos and have their photographs taken with the cars and instructors. Track personnel will greet participants and assist with photo opportunities.

**Marlboro Racing School  
Training Test Program  
Biltmore Hotel - Miami, Florida  
50 Participants  
PROGRAM SPECIFICATIONS**

**Wines:**  
**Procedure:**  
**Cost:**

Sharp's (Non-Alcoholic)  
Berliner Chardonnay and Cabernet  
Marlboro Trip Director - check setup and monitor  
Track Budget

**TEAM SIGNS:**

**Location:**

One near each bar  
One outside locker

**Team Selection  
Procedure:**

Signs will be pre-printed with a header for each team  
Chuck to designate which team pax is on by the report  
from KMG with height, weight & gear shifting ability  
Teams will be printed right before the arrival of the pax  
and taped to the signs. This allows last minute changes  
if necessary.

**UNIFORM FITTING**

**Time:**  
**Location:**  
**Set up:**  
**Procedure:**

5:30 - 7:30pm  
Conference center  
50 stalls (need # men vs. women)  
Three Teams:

*Security will handle  
re-locking locker  
combinations*

MC will call pax into try on suits by team  
Instructors will be in locker rooms to check fit  
KMG will also be on site to assist  
KMG to man table for equipment size changes  
All changes to be given to Lance at the end of the evening  
As each team finishes their uniform fitting and changes into their  
civilian clothes, KMG staff will ask them to remain right outside the  
locker for a team picture to be taken

**Team Picture:**

**WASH CLOTH STATION**

**Time:**  
**Procedure:**  
**Vendor:**

(3) coolers - 100 wash cloths per cooler  
Set by 4:30pm  
1 in Hospitality tent, 1 in locker room, 1 out by bars  
Washcloths rolled and iced down and placed in coolers  
Glen & Curby to coordinate

**DISC JOCKEY and MC**

**Time:**  
**Location:**  
**Equipment:**  
**Vendor:**  
**Cost:**

5:30pm-8:30pm (set by 4:30pm)  
Garage near tent (#10)  
MC to mingle with pax  
Responsible for all own  
Deco  
\$1,600.00 for 4 hours minimum/maximum

Marlboro Racing School  
Training Test Program  
Biltmore Hotel - Miami Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

**WELCOME BRIEFING & ORIENTATION (By Pam)**

Time: 10-15 minutes after arrival  
Location: In area around cars  
One (1) Riser  
One (1) portable microphone with sound system  
Vendor: Jomo  
Set Up Time: In place by 4:30pm

**DÉCOR**

Location: Tent at Hospitality Trailer  
Vendor: Deco  
Décor description: Tables dressed with black and white checkered tablecloths and each will have a black overlay with centerpieces (Foam tire with 5" red pot of flowing ivy with each having a red, yellow, white, green, black, blue with yellow stripe, and black & white flag. Tables will be set inside the tent and in garage next to tent. Two large Buffet florals. Car parts will be used on buffet tables to follow theme  
(22) Centerpieces  
(22) Black & White Checkered Underlays  
(2) Buffet Florals  
Delivery, set & strike  
Cost: \$3,212.00 plus tax  
Décor: Black overlays  
Plants around the tent

Attendee numbers: 104  
Participants - 34 pax  
Tracktime - Jack Layne - 13 pax  
Security - 9 pax  
TDs - 8 pax  
IMAG - 3 pax  
Lance - 3  
KMG - 2 pax  
Legal (Murillo) - 1 pax  
Sako (Gyzen) - 1 pax

Racing Exp. - Chuck Sprague - 7 pax  
JOMO - 1 pax  
Photographers - 4 pax  
Twidaport - 10 pax  
Brand - 3 pax  
Events - 4 pax  
Corp Security (Balgley) - 1 pax  
Marius (Arnschott) - 1 pax

**ANNOUNCEMENTS BEFORE DINNER:**

Time: As soon as the guests enter the tent (est. 7:30pm)  
Procedure: Staff to block the buffet and Jack will ask everyone to be seated for a moment before dinner. Jack and Chuck will do staff introductions and general overview of the program. The evening program and following day's events are also addressed. Chuck will cover alcohol policy. After these announcements, pax will be called and assisted to the buffet by tables.

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<b>Marlboro Racing School</b> <b>Training/Tee Program</b> <b>Biltmore Hotel - Miami, Florida</b> <b>50 Participants</b> <b>PROGRAM SPECIFICATIONS</b>
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## TRANSFER TO RACETRACK

**Time:** 7:00am  
**Location:** Hotel lower lobby driveway  
**Duration:** 45 minutes  
**Equipment:** Two (2) 47 passenger motor coaches - Open Seating  
 Twidaport is responsible for loading in the coolers and snacks on the buses the evening prior. TDs responsible for getting coolers iced prior to pax loading in the morning, also responsible for removing coolers and storing at belistand each night.  
 KMG staff to be in each bus to interact with pax, talk about upcoming day, what to expect and pass out refreshments  
 Each motor coach will be stocked with:  
 (1) Cooler  
 Umbrellas for inclement weather  
 Video monitors have IROC tapes playing  
**Vendor:** Deco  
**Cost:** \$269.00 per coach plus 18% driver gratuity & any tolls  
 \$24.00 per hour for staff - back-up to handle rain contingencies  
**Snack vendor:** Glen & Curby  
**Menu:** Kraft Handlsnacks  
 Fritos  
 Pringles  
 Gardeitos Snack Mix  
 Soft Drinks  
 Bottled Water  
 Gatorade  
**Cost:** Track Budget

## ARRIVAL AT RACETRACK

**Procedure:** Pax to be divided into teams upon arriving  
 Team that needs shifting instruction to start immediately, one team goes to breakfast, and one team goes to locker room to put on racing uniform

## DAILY MORNING BRIEFING MEETING

**Time:** 7:45am  
**Location:** Trailer  
**Purpose:** To brief Chuck & Jack of any pax issues, behaviors, or comments from the evening before or the morning *and to communicate on Guy's observations*  
**Attendees:** Jack - Pete  
 Chuck - Security  
 KMG

<b>Marlboro Racing School</b> <b>Training/Test Program</b> <b>Buhamra Hotel - Miami, Florida</b> <b>60 Participants</b> <b>PROGRAM SPECIFICATIONS</b>
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### RACING SCHEDULE

TIME	TEAM 1 (___ pax)	TEAM 2 (___ pax)	TEAM 3 (___ pax)
8:30am - 9:00am	Test Course	Test Course	Test Course
9:00am - 11:30pm	Stock Cars	Mustangs	Open Wheel
11:30pm - 12:30pm	Lunch	Lunch	Lunch
12:30pm - 3:30pm	Mustangs	Open Wheel	Stock Cars

#### > Procedure:

- > Upon arrival change into driving suits
- > Go to test course
- > One run through course to set their base time
- > Times recorded
- > .25 second penalty for every cone hit
- > Students divided into 3 groups
- > Groups transported to their drive sites by two mini buses kept on site

KMG staff to stay with their team throughout the day to assist Jack, answer questions; encourage pax to drink liquids, lead from area to area

Attendees: 85

Fax - 40

Jack - 13

Chuck - 14

Lance - 3

KMG - 4

Security - 4

Event - 4

Brand - 3

*1 - Baldry*  
*1 - Albrecht*

### BUFFET LUNCH

Time:

11:30 - 12:30pm

Location:

Tent

\* Pax

85

Guarantee:

Set-up:

Existing

2 buffets

Silverware rolled in cloth napkin on buffet

4 Ashtrays on each table

Set by:

10:30am

Food out by:

11:15am

Menu:

Daily Salad Bar

Mixed Green Salad

Cucumbers

Shredded Carrots

Cherry Tomatoes

Broccoli

Red Onions

Marlboro Racing School  
Training/Teat Program  
Biltmore Hotel - Miami, Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

Olives  
Cheese Tray  
Cold Cut Tray  
Fruit Baskets with Fresh Fruit  
All Kraft Dressings  
Salads  
Tomatoes with Mozzarella Cheese and Basil  
Marinated Steak Salad  
Stuffed Chicken with Kraft Cream Cheese  
Roasted Peppers, Artichokes, and Roasted Garlic  
Served with a Lime Dressing  
Grilled Swordfish with Pineapple Basil Salsa  
Grilled Chicken with Peanut Sauce  
Carving Table  
Prime Rib of Beef  
\*Twice Baked Potatoes (pg132)  
Stir Fry Vegetables with Green Curry Sauce  
Marinated Asparagus in Kraft Vinaigrette  
Fresh Fruit with Chocolate Fondant Sauce  
Ice Cream Bar with Toppings  
Assorted beverages will be in coolers

**Beverages:****Cost:****Note:**

Track Budget

\*Marlboro Cookbook Items are noted with asterisks & italics  
Marlboro Cookbook Items are to be labeled

Note: Chuck or Jack makes an announcement each day at 12:20pm. They will alert pax that their afternoon session is almost ready to start. Answer any questions regarding the afternoon

**(4) MASSAGE THERAPISTS**

Location: Hospitality Tent  
Time: 11:00am-1:00pm (set up by 10:30am)  
Procedure: Each to perform 10-15 minute chair massages. All to bring own chairs & equipment  
Vendor: DECO  
Cost: \$1,200.00

Note: Pax to meet each day back at the tent after changing out of their racing clothes. Jack or Chuck to talk to them for a few minutes about their day, keep hydrating, etc

**TRANSFER TO HOTEL**

Time: 4:00pm  
Arrival Time: 4:45 - 5:00pm  
Drop Off Location: Hotel lower lobby driveway  
Equipment: (2) 47 passenger motor coaches  
Video Monitor

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<b>Marlboro Racing School</b> <b>Training/Rest Program</b> <b>Biltmore Hotel - Miami Florida</b> <b>50 Participants</b> <b>PROGRAM SPECIFICATIONS</b>
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**Vendor:** Deco  
**Cost:** One way - \$269.00 per bus + 18% and tolls  
**Snacks on buses:** Same as previous day  
**Menu:** Kraft Handlsnacks  
 Fritos  
 Pringles  
 Raisins  
 Fruit  
 Gardetto's Snack Mix  
 Soft Drinks  
 Bottled Water  
 Gatorade

**Snack Vendor:** Glen & Curby  
**Cost:** Track Budget  
**Note:** TD onboard to reiterate evening itinerary each day on the way back to the hotel  
 TD to give pax their wristbands for the pool party on the way back from the track

#### HOSPITALITY SUITE

**Time:** 5:00pm - 7:00pm  
**Location:** Alta Mira  
**Set-up:** Same as previous day  
**F & B:** Chips and Dips  
 Marlboro Mix  
 Assorted soft drinks and Mineral Waters  
 Freshly Brewed Regular & Decaffeinated Coffees  
**Cost:** Chips & Dips & Mix @ \$15.00 per pound  
 Sodas @ \$2.25++ea  
 Waters @ \$2.50++ea  
 Coffee & Decaf @ \$30.00++ per gallon  
 Bill to Master #2

**NOTE: ON PROGRAM 3, DAY 2 (THURSDAY, SEPTEMBER 16) THIS NIGHT WILL BE ON THE YACHT INSTEAD OF AT THE POOL**

#### HOTEL POOL PARTY

**Time:** 7:00 - 10:00pm  
**Location:** Cascades Area, bar and cabanas  
**Set:** Existing Cascades Bar  
 Existing garden tables along poolside  
 60" Rounds in cabanas  
 Buffet Tables in 1 & 2 Cabanas  
 Steel Band in area between bar & cabanas

*Security will determine where to secure the area.*

#### SECURITY

**Time:** 6:30 - 10:00pm  
**Location:** There are three (3) entrances into the pool party area  
 We will need security stationed at each area to check wristbands  
 And to keep out all but PM guests

Marlboro Racing School  
Training/Rest Program  
Biltmore Hotel - Miami Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

**TRANSFER TO RACETRACK**

Time: 7:00am  
Location: Hotel lower lobby driveway  
Duration: 45 minutes  
Equipment: (2) 47 passenger motor coaches  
Procedure: Each coach will be stocked with:  
umbrellas for inclement weather  
Video monitors (tba).  
Vendor: Deco  
Cost: \$269.00 + 18% driver gratuity and tolls  
Snack vendor: Glen & Curby  
Snacks: Same as previous day  
Cost: Track Budget

**DAILY MORNING BRIEFING MEETING**

Time: 7:45am  
Location: Trailer  
Purpose: To brief Chuck & Jack of any pax issues, behaviors, or comments from the evening before or the morning and to communicate on any other issues.  
Attendees: Jack  
Chuck  
Security  
KMG

**KMG & TRACK STAFF OFFICE**

Location: Marlboro Hospitality Trailer  
Equipment: 10 designated phone lines  
Vendor: Twidsport

**(3) Areas - One for each car discipline**

Time: 7:00am - 5:00pm  
Location: Tent (30x30) for Stock cars  
Garage for Mustangs  
Garage for Van Diemens  
Set-up: All tents will be stocked with:  
Gatorade  
Soft Drinks  
Water  
Glen & Curby to coordinate

**WASH CLOTH STATIONS**

(5) coolers - 100 wash cloths per cooler  
Black & white checkered neckerchiefs  
Time: 8:00am  
Location: 1 in tent, 1 in locker room, and 1 in each discipline area  
Vendor: Glen & Curby to coordinate

Marlboro Racing School  
Training/Fuel Program  
Biltmore Hotel - Miami, Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

Note: Chuck or Jack to make announcement each day at approximately 12:20pm to let pax know that the afternoon session is about to begin and to answer any questions.

**(4) MASSAGE THERAPISTS**

*3:45pm Departure  
Security, Chuck, Jack, Rick  
Kirk, Michael, Hosts*

**Location:** Hospitality Tent  
**Time:** 11:30am-1:30pm (arrive by 11:00am)  
**Procedure:** Each to perform 10-15 minute chair massages  
All to bring own chairs & equipment  
**Vendor:** Deco  
**Cost:** \$1,200.00

**TRANSFER TO HOTEL**

**Time:** 4:00pm  
**Arrival Time:** 4:45 - 5:00pm  
**Drop Off Location:** Hotel lower lobby driveway  
**Equipment:** (2) 47 passenger motor coaches  
Video Monitor  
**Vendor:** Deco  
**Cost:** One way - \$269.00 per bus + 18% and tolls  
**Snacks on buses:** Same as previous day  
**Snack Vendor:** Glen & Curby  
**Cost:** Track Budget

**NOTE: ON PROGRAM 3, DAY 3 (FRIDAY, SEPTEMBER 17) THIS NIGHT WILL BE AT THE HOTEL POOL INSTEAD OF THE YACHT**

**EVENING TIMELINE:**

6:15pm Depart for Bayside Marina  
6:45-7:00pm Arrive Bayside Marina and board the Kathleen W  
7:00pm - 8:00pm Reception begins as waiters to pass hors d'oeuvres  
and beverage areas are open serving sodas, waters & Sharp's beer  
Dinner buffet is open  
Duo entertains on upper deck  
Speed boat rides begin  
Caricaturists do drawings of guests  
8:00 - 9:00pm Cruise begins:  
All food, beverage, and entertainment throughout cruise  
The cruise will take a circular route allowing the guests to see  
Miami skyline, Miami Port (where all the cruise ships dock),  
Miami Beach, etc.  
Dessert is served on main deck  
Cigar roller on upper deck during desserts

Marlboro Racing School  
Training/Test Program  
Biltmore Hotel - Miami Florida  
30 Participants

**PROGRAM SPECIFICATIONS**

Chicken and Vegetable Stir Fry Station accompanied  
By Steamed Rice  
Pasta Station served with Creamy Mushroom Sauce  
And Roasted Vegetable Marinara Sauce  
Whole Roasted Vermont Turkey served with Gravy and Cranberry  
Sauce  
Roasted New York Strip Sirloin of Beef with natural Au Jus and  
Horseradish  
Wide Assortment of Bread and Rolls  
Salad Station with Mixed Green Salad or Caesar Salad  
Assorted Cakes, Tarts, and Cookies

Cost: \$69.00++ per person

\*Note to Deco: No charge for any KMG Marlboro Trip Directors that will be  
accompanying the group as staff.

**LATIN JAZZ DUO**

Time: 7:00 - 10:00pm (to arrive by 6:30pm)  
Location: Top Deck - Kathleen W  
Vendor: Deco  
Cost: \$1,000.00

Note: Golf shirts to be given to Boat captains. (+ 2 Deco Staff) Request that they wear  
black shorts or pants - Arrange sizes and communication of this with Deco

**SPEED BOAT RIDES**

Time: 6:45-8:00pm (6:00pm speedboats arrive)  
Procedure: (4) high-powered boats depart from Bayside Marina and do a 10-  
15 minute rides around the bay  
Captain to hand life jackets to all pax to wear - Vests to be enough  
No racing one another impact rated  
Security to accompany each boat  
Security to assist pax into boats  
Vendor: Deco Production  
Cost: \$9,000.00 for 4 high performance boats  
for 2 hours minimum/maximum  
Licensed captains  
Short rides between 7:00 and 8:00pm  
Choreographed show if light until 8:30pm  
Fuel during charter  
Gratuities for boat captains  
Deco Staff for on site coordination

**THREE (3) CARICATURISTS**

Time: 7:00 - 10:00PM (arrive @ 6:30pm)  
Location on yacht: TBD  
Procedure: They will be sketching the pax in either a speedboat or a racecar  
and incorporating the car number in the sketches  
Vendor: Deco  
Cost: \$1,500.00 (3 total for 3 hours each)

Marlboro Racing School  
Training/Test Program  
Biltmore Hotel - Miami Florida  
50 Participants  
**PROGRAM SPECIFICATIONS**

**TRANSFER TO RACETRACK**

Time: 7:00am - duration 45 minutes  
Location: Hotel lower lobby driveway  
Duration: 45 minutes  
Equipment: (2) 47 passenger motor coaches  
Vendor: Deco  
Cost: \$269.00 plus tolls  
Procedure: Each coach will be stocked with:  
umbrellas for inclement weather  
F & B:: same as previous days  
Vendor: Glen & Curby  
Cost: Track Budget

**KMG & TRACK STAFF OFFICE**

Location: Marlboro Hospitality Trailer  
Set-up: Same as previous day  
Vendor: Twidsport

**SECURITY OFFICE**

Location: Media Center @ track  
Procedure: Same as previous day

**(3) Areas - One for each car discipline**

Time: 7:00am - 5:00pm  
Location: Tent (30x30) for Stock cars  
Garage for Mustangs  
Garage for Van Diemens  
Set-up: All tents will be stocked with:  
Gatorade  
Soft Drinks  
Water  
Glen & Curby to coordinate

**WASH CLOTH INFO**

Time: (5) coolers - 100 wash cloths per cooler  
Ready by 8:00am  
Procedure: 1 in tent, 1 in locker room, and 1 in each discipline area  
Rolled and iced down washcloths in each cooler  
Black & white checkered neckerchief  
Replenish through out the day as necessary  
Vendor: Glen & Curby to coordinate

*Arrival at Race track  
(as on days 2 & 3 ??)  
Daily Morning Briefing  
Testing  
(as on days 2 & 3 ??)*